

Wycombe Wanderers' Programme tops the poll

At the beginning of the season we notified readers that there would be a programme competition for clubs in the sponsored leagues under the supervision of Peter Pickup who runs the non-league section of the British Programme Club.

Winners of each league will receive a cheque for £10 and the overall winners an extra £15.

Official Rothmans Football News Programme Awards 1975-76

As decided by the British Programme's Club Non-League Section

ROTHMANS Isthmian League (Div 1):

1. Wycombe Wanderers	86%
2. Slough Town	77%
3. Leatherhead	76%
Others over 65% are:	
Staines Town	75%
Hendon	74%
Sutton United	74%
Enfield	69%
Hayes	69%
Kingstonian	66%
Dagenham	66%

ROTHMANS Northern League:

1. Bishop Auckland	74%
2. Blyth Spartans	72%
3. Consett (10p issue)	69%
Others over 60% are:	
Whitby Town	64%
Willington	63%
Durham City	62%
Shildon	62%
Spennymoor	62%

ROTHMANS Western League:

1. Barnstaple Town	78%
2. Westland-Yeovil	75%
3. Welton Rovers	73%
Others over 65% are:	
Falmouth Town	70%
Bideford	70%

ROTHMANS Hellenic League:

1. Forest Green Rovers	80%
2. Burnham	78%
3. Fairford Town	72%
Others over 65% are:	
Thatcham Town	69%
Hungerford Town	67%

OVERALL PLACINGS:

1. Wycombe Wanderers	86%
2. Forest Green Rovers	80%
3. Joint placings for Barnstaple and Burnham, each with	78%

ROTHMANS Isthmian League (Div. 2):

1. Carshalton	71%
2. Walton & H	68%
3. Tilbury	66%
Others over 60% are:	
Ware	64%
Corinthian Casuals	61%



O.K. let battle commence. Let the arguments rage in pub and club as you all express your opinion of the programme marks above. These marks have been obtained by what I feel is a complicated but fair system. Each club being given marks out of 20 for Quality, Size (this means length and breadth as well as thickness), cover design, content, overall appeal. Now if the awards had been for size only it would have been a first place award for Wallingford as their pocket size, non-creasable issue is very popular. For content many programmes provide items of interest, some concerning their own club, but others stretching farther afield.

Attractive covers were on many of the issues, and although a splash of colour was obviously helpful in this respect with most clubs, one or two proved it was not all that necessary. The way Hungerford feature a different player in each week's issue, with a

cover photo is far from new, yet appealing. Slough and Wycombe must have large printing accounts with their full colour front proving no doubt expensive but worthwhile.

Clubs who have improved their issue, even if like Bishop Auckland, only an extra double page has been added, have at least made progress. You won't find the likes of South Bank and Clevedon appearing above, but they too have a welcome place with collectors. They did print, and that is something for those who did not remember. You can't make profit from your programme if you don't print one!

No doubt many of you have not seen programmes from clubs in leagues other than the one in which you compete. Throughout the summer months I will be providing the opportunity for you to do this. Just forward an SAE to Pickup Programmes, 17 Priestorpe Avenue, Pudsey, Yorkshire, for a list of

those available. Having said that I anticipate a great rush for those most popular issues and hope all clubs will co-operate by forwarding their unsold copies as soon as possible. Postal costs will be refunded and donations to club funds made on a bulk purchase rate in addition for those who assist. As Eric Morley of Mecca would say, "Starting in third place" we have a tie. This is Barnstaple and Burnham with a thoughtful programme each I feel and one which collectors have found popular. In second place and deserving the very highest praise are Forest Green Rovers. The programmes produced v Blyth and Stonehouse (alas I have none left) easily set the pattern, and the clarity of print, not all that evident in some programmes, left nothing to be desired.

Slough Town too provided an extremely clear, clean and tidy issue but at the end it's Wycombe Wanderers who ride on the crest of the wave. No-one expected some of the smaller clubs to compete with them in the programme stakes, though some made a genuine effort. The old stager feature showed time and research had gone into producing part of it, and whilst the price of 10p may not be to everyone's liking, at the final whistle, the Wycombe Wanderers' Programme came out as Rothmans' top issue for 75-6. Survey conducted by Pickup Programmes, Pudsey, Yorkshire.